

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

September 22, 1997

RJR Account #091800

Mr. G. Burns

CAPITAL CANDY CO., INC.

## NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear George:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 81 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-24488	<u>5</u>
<i>Light Men 100</i>	12300-24492	<u>6</u>
<i>Light 100</i>	12300-24489	<u>6</u>
<i>FF 100</i>	12300-24490	<u>2</u>

### DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE :

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

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-2-

B2G1F

CAPITAL CANDY CO., INC.

**EFT \$ Amount:**

**\$3,191.95**

**State Breakdown:**

**NH: \$668.01 (1 Case Each: Light / Light Men 100 / Lt 100 / FF 100);**

**ME: \$519.91 (1 Case Each: Light / Light Men 100 / Lt 100);**

**VT: \$2,004.03 (3 Cases Light / 4 Cases Lt Men 100 / 4 Cases Lt 100 / 1 Case FF 100)**

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP  
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**PLACE INTO EACH DISPLAY:**

\* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)

**BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100**

\* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**

**(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$93.10 (6.65 (12M) case(s) @ \$14.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enclosures:

- Customer List

- Wholesaler Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

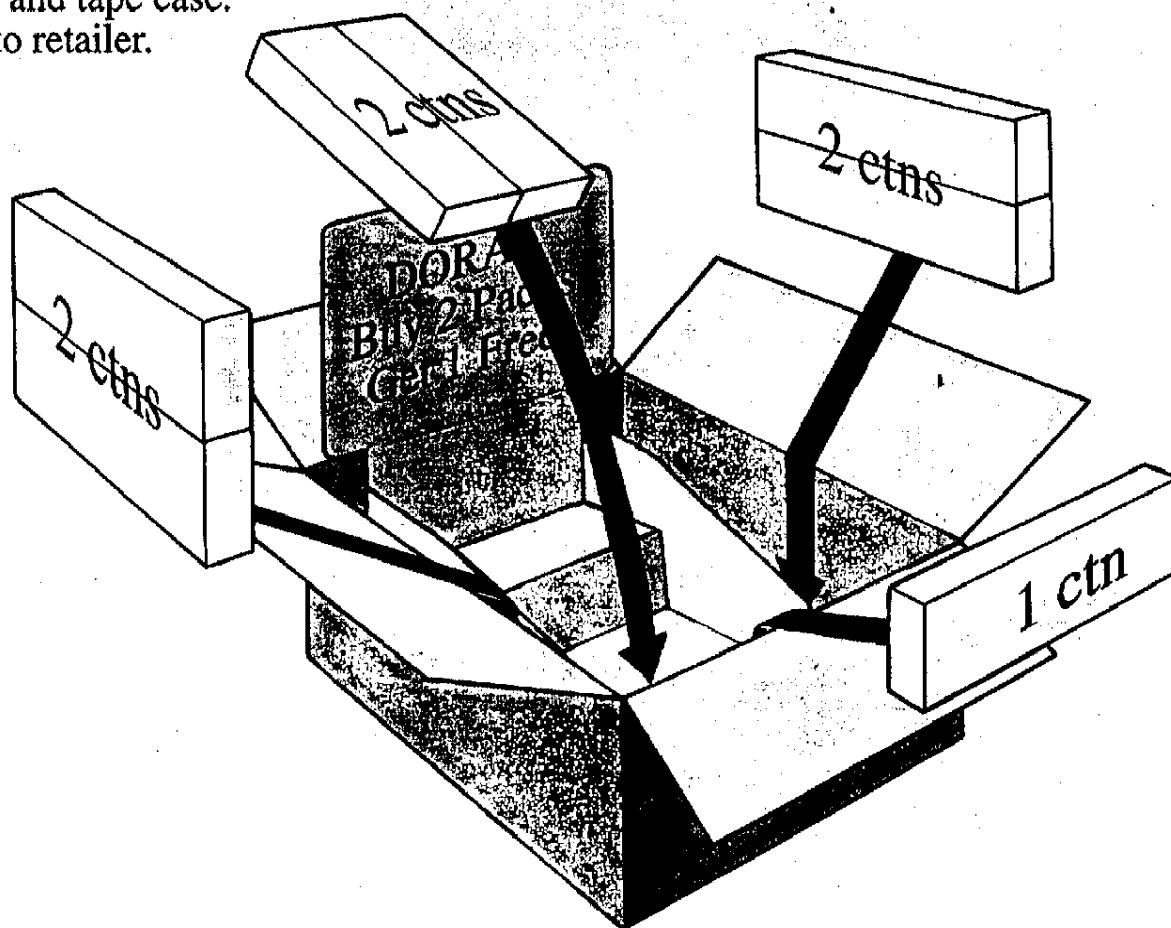
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.  
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>FF 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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WHOLESALE : 091800 CAPITAL CANDY CO., INC. <DIRECT>  
 TEMPLATE : 701647 71100 DOR B2GIF NOV  
 TEMPLATE SEQ : 0016  
 SALES LEVEL : 16XXXX

PAGE: 2  
 DATE: 97-09-08  
 TIME: 08:58 AM

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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112204	112227	698841	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	4				371889 (207) 364-3222
112201	112226	765984	MINI APPLE	510 SABATYUS ST	LEWISTON	ME	04240	1				37065 (207) 782-6922
112207	112224	100397	BOW ST MARKET #302	79 BOW ST	FREEPORT	ME	04032	1				(207) 865-6631
112207	112224	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	1				37066 (207) 353-5969
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1				38028 (207) 636-2600
112204	112227	754124	FOUR CORNERS	HANCOCK STREET	RUMFORD	ME	04276	1				37004 (207) 364-2725
112201	112226	656865	V & G GETTY MART	990 LISBON ST	LEWISTON	ME	04240	1				37358 (207) 784-3118
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1				37125 (207) 623-1215
112201	112225	754679	VILLAGE VARIETY	ROUTE 25	KEZAR FALLS	ME	04047	1				36072 (207) 625-8417
163804	163825	702944	DAMANNETES	LOWER MAIN STREET	CLAREMONT	NH	03743	3				17167 (603) 542-2222
163801	163827	104970	THE LITTLE STORE	55 SCHOOL ST	LEBANON	NH	03766	1				80088 (603) 449-3545
163801	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	1				20068 (603) 632-7507
163804	163825	712602	JIFFY MART	MAIN STREET	CHARLESTOWN	NH	03603	1				(603) 826-9777
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	1				(603) 447-2250
163806	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	2				30567 (603) 524-8014
163806	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	IACONIA	NH	03246	1				14397 (603) 366-2232
163801	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	1				20067 (603) 632-4210
163801	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	1				(603) 272-9016
163803	163825	104114	DREWSVILLE GEN STOR	ROUTE 123	DREWSVILLE	NH	03604	4				25303 (603) 445-5120
162201	162223	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12901	5				(518) 561-9281
162201	162223	113588	BEVERAGE MART	211 LAKE ST	SAINT ALBANS	VT	05478	1				(802) 527-7437
163809	163829	114119	MOUNTAIN RD MKT	RT 100	WARREN	VT	05674	1				(802) 496-3366
163809	163829	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	1				(802) 253-7010
163809	163828	114300	PRATTS STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	1				(802) 476-4888
163809	163828	114026	KINGSBURY COUNTRY	974 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1				(802) 758-2323
163809	163828	410982	CONVENIENCE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	3				(802) 485-6498
163809	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	1				(802) 479-5513
163809	163829	470566	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	05451	1				(802) 878-3091
163809	163829	470568	SIMON'S #4	ROUTE 2 & 2A	WILLISTON	VT	05495	1				(802) 878-4933
163809	163829	623926	DOWNTOWN QUICK STOP	93 S WINDOSKI AVE	BURLINGTON	VT	05401	1				(802) 658-2259
163809	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	3				(802) 878-5377
163809	163828	704681	SHELBURNE DISCOUNT	1907 SHELBURNE RD	SHELBURNE	VT	05482	1				(802) 895-3246
163809	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	1				(802) 899-4730
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1				(802) 988-2285
162301	162323	409144	MAC'S QUICK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	1				(802) 524-3182
162301	162301	558840	EAST END QUICK STOP	ROUTE 7	GEORGIA	VT	05454	1				(802) 527-1088
162301	163829	583313	CHIMNEY CORNER STOR	ROUTE 7	MILTON	VT	05468	1				(802) 878-2954
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				(802) 893-7786

1519-0000

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2794-0200

WHOLESALE : 091800 CAPITAL CANDY CO. INC. <DIRECT>  
 TEMPLATE : 701647 71100 DOR B231F NOV  
 TEMPLATE SEQ : 0016  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	05478	1			35049	(802)527-0104
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	1				(802)868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	1			35285	(802)893-3650
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			11357	(802)848-3550
163804	163825	703572	JAKE'S PARK ST MKT	114 PARK ST	SPRINGFIELD	VT	05156	1			16381	(802)885-9177
163804		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	1			12015	(802)438-9880
163804	163825	759666	JAKES MARKET	181 SOUTH ST	SPRINGFIELD	VT	05156	1			16714	(802)885-5488
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	1			050169	(802)334-2132
163801		113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	1				(802)533-2631
163801		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	1			50097	(802)883-2220
162301	163829	753475	COUNTRY MOON DELI	88 HEINEBERG DR	COLCHESTER	VT	05446	1			11384	(802)658-4463
162301	162323	760782	MAYHEW'S CORNER STR	1 RIVER ST	RICHFORD	VT	05476	1			11094	(802)848-3819
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1		3435-0000		(802)265-3500
163803	163825	469826	WEST RIVER VALLEY	RTE. 30	WEST DUMMERSTO	VT	05357	1				(802)254-2880
163804	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802)767-3131
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	1			50127	(802)766-2205
163809	163828	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	1		2794-0200		(802)897-8585
163809	163829	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	1				(802)244-6673
163809	163829	113522	GRACEY'S STORE	1333 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-1253
163809	163828	113917	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	05461	1			40036	(802)482-2324

PAGE BREAK TOTAL ACCOUNTS 62 TOTAL QUANTITY 79

TEMPLATE TOTAL ACCOUNTS 62 TOTAL QUANTITY 79

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 091800  
 VOUCHER NUMBER: 15377511  
 DATE WRITTEN: 11/05/97  
 STATUS: PAID  
 AMOUNT PAID: 93.10

CAPITAL CANDY CO INC  
 32 BURNHAM ST  
 BARRE , VT 5641  
 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	6.65	93.10

EXPLANATION: NOV DOR B2G1F 701647 RT

51845 6761